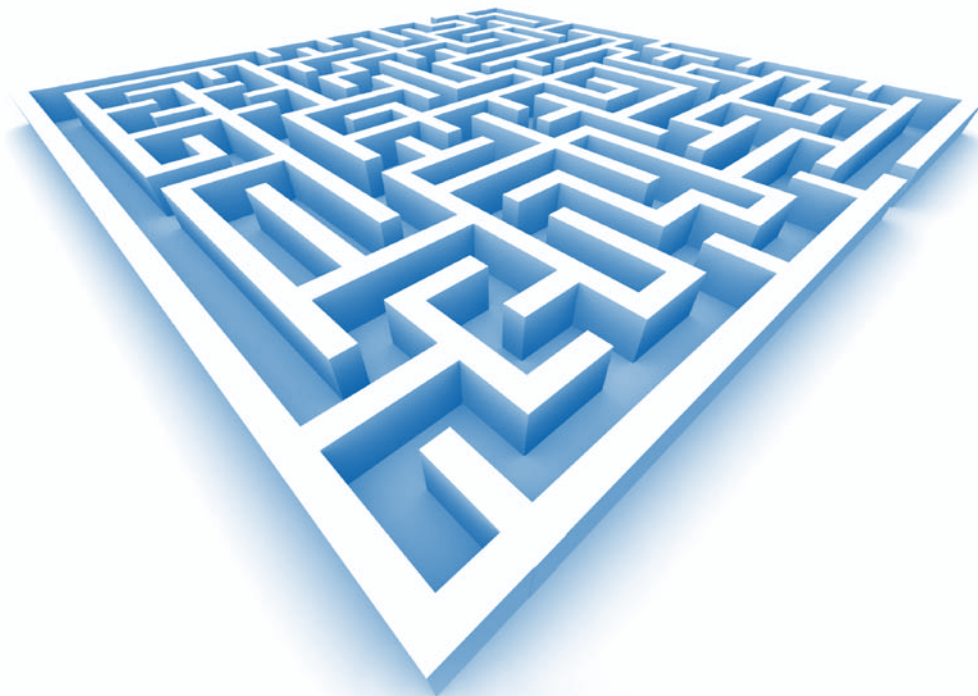


For more information on the City of Santa Clara Code of Ethics & Values
www.voteethics.org

For information on registering to vote, absentee ballots, poll locations
Santa Clara County Registrar of Voters
www.sccgov.org/portal/site/rov
(408) 299-VOTE (8683)

For information on campaign contributions and expenditures
Santa Clara City Clerk's Office, 1500 Warburton Ave., Santa Clara
(408) 615-2220
www.santaclaracampaigndollars.org

Every vote counts in building public trust and confidence in government



No matter **what route** you take to
making voting decisions ...

Make ethics part of your candidate selection criteria

City of Santa Clara Code of Ethics & Values

**Ethical
Professional
Service-Oriented
Fiscally Responsible
Organized
Communicative
Collaborative
Progressive**

Voter Checklist For Evaluating Candidates

As best as you can tell, have the candidates you are favoring ...

- ✓ Told the truth about themselves?
- ✓ Focused on issues relevant for Santa Clara?
- ✓ Told truths about opponents that were important for voters to know?
- ✓ Pointed out differences between themselves and opponents that are relevant to the political office?
- ✓ Treated opponents with dignity and respect?
- ✓ Fought fairly and avoided demeaning or irrelevant personal attacks?
- ✓ Never tried to confuse or mislead voters?
- ✓ Clearly identified who was behind any committee that is candidate-controlled?
- ✓ Took responsibility for any mistakes they made or mistakes made by volunteers or consultants?
- ✓ Criticized unfair, dishonest or disrespectful attacks by committees not controlled by the candidate?
- ✓ Kept their Vote Ethics promises?

Ethics in government begins at the ballot box

